
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of: SWIX, Scott R.

Group Art Unit: 3622

Application No. 10/020,779

Examiner: VAN BRAMER, John W.

Filed: December 14, 2001

Attorney Docket: 01377

TITLE: "Advertising and Content Management Systems and Methods"

37 C.F.R. § 1.8 CERTIFICATE OF TRANSMISSION

I hereby certify that this correspondence is being electronically and/or facsimile transmitted to the United States Patent and Trademark Office.

Scott P. Zimmerman

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A handwritten signature in dark ink, appearing to read "Scott P. Zimmerman", is written over a light gray grid background.

November 7, 2008

Date of Transmission

**37 C.F.R. § 1.114 SUBMISSION OF AMENDMENT
WITH REQUEST FOR CONTINUED EXAMINATION**

Mail Stop: RCE
Commissioner for Patents

Commissioner:

The Assignee respectfully requests continued examination and entry of the following amendment and remarks in response to the final office action mailed August 7, 2008. The Assignee respectfully submits that the amendment and remarks contained herein distinguish the pending claims from the cited documents.